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Internal Assessment Test – 3 / Set-3									
Sub:	Digital Marketing Management						Code:	20MBAMM403	
Date:	31-08-2023	Duration:	90 mins	Max Marks:	50	Sem:	4	Branch:	MBA
							Marks	OBE	
								CO	RBT
Part A -Answer Any Two Full Questions (20*02=40 Marks)									
1 (a)	<p>Why “alt text” command is used in on-page optimization? Alt text (alternative text) describes the appearance or function of an image on a page. Alt text is read aloud by screen readers used by visually impaired. Fundamentally, the purpose of alt text is to improve accessibility by describing what an image is showing to visitors who do not have the ability to see them. However, it also helps search engine crawlers and so improves SEO.</p>						[03]	CO3	L1
(b)	<p>Discuss the 3 link-building tips and techniques</p> <ol style="list-style-type: none"> 1. Go for quality over quantity: Backlinks from untrustworthy sites aren't likely to boost your site's performance. Focus on getting backlinks from high-quality, authoritative sites within your niche. (More on that in our Link Building Guide). 2. Don't buy backlinks: There are various "link building schemes" out there. If someone tells you that you can pay to acquire backlinks, it's too good to be true. This can actually hurt your site's performance. Google is intelligent enough to recognize these spammy practices. 3. Include infographics in your content: Studies show that infographics are 30 times more likely to be read by users than a full article. Use compelling infographics, or "linkable assets", to encourage users to naturally link to your content. 						[07]	CO4	L2

<p>(c)</p>	<p>Formulate various off-page optimization techniques for a business client.</p> <p>Off-page SEO refers to actions taken outside your site that can contribute to rankings. This includes:</p> <ul style="list-style-type: none"> ● Link building ● Social media marketing ● Guest blogging on other sites ● Managing customer reviews and testimonials ● Influencer marketing <p>Link Building Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Go for quality over quantity: Backlinks from untrustworthy sites aren't likely to boost your site's performance. Focus on getting backlinks from high-quality, authoritative sites within your niche. (More on that in our Link Building Guide). 2. Don't buy backlinks: There are various "link building schemes" out there. If someone tells you that you can pay to acquire backlinks, it's too good to be true. This can actually hurt your site's performance. Google is intelligent enough to recognize these spammy practices. 3. Include infographics in your content: Studies show that infographics are 30 times more likely to be read by users than a full article. Use compelling infographics, or "linkable assets", to encourage users to naturally link to your content. <p>Social Media Marketing</p> <p>Social media doesn't have a direct impact on SEO, but can bring referral traffic and increase brand awareness.</p> <p>Social Media Marketing Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Stay active: You can build your brand reputation over time by posting regularly, replying to comments, and reporting on newsworthy updates within your niche. 2. Post on various platforms: If you leave out social media platforms from your overall strategy, you could miss out on reaching an entire group of potential customers. For example, your audience on LinkedIn is probably going to be very different from your audience on Instagram. 3. Repurpose your content: Once you've written a blog post, you'll have plenty of options to repurpose it across different platforms, including social media sites. <p>Share an educational post on LinkedIn, create a poll on Twitter, create a related meme on Instagram, etc.</p> <p>Guest Blogging on Other Sites</p> <p>Guest Blogging Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Choose collaborators carefully: Don't guest write a guest post for any site that offers. If you're only participating for the links, it's usually pretty clear you're phoning it in. Choose a partner and collaborate to create useful content that fills a gap in your niche. 2. Be original: Use original data and research whenever possible. Guest post collaboration should offer something new to your community, and partnering on a study is a good way to do that. 3. Prioritize content over backlinks: Backlinks are great, but the focus should be to create an amazing piece of content. If you constantly link back to your site, the post could lose credibility and it may look spammy in the eyes of Google. <p>Managing Customer Reviews and Testimonials</p> <p>Customer Reviews and Testimonials Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Set up your Google Business Profile: You can respond to Google reviews, answer questions related to your business, set your hours online, and more from your Google Business Profile (GBP). We'll dive into local SEO more in-depth later. 2. Respond to reviews: Both good and bad ones! This helps build trust between your 	<p>[10]</p>	<p>CO4</p>	<p>L6</p>
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	<p>brand and customer base. Or even potential customers.</p> <p>3. Avoid being generic: Rather than responding "thanks for your review" to every single review, take the time to personalize your answers. This is especially important when a user has a complaint or an issue with your business.</p> <p>Influencer Marketing</p> <p>Influencer Marketing Tips and Best Practices:</p> <p>1. Find influencers within your niche: Collaborate on mutually beneficial content like webinars or blog posts. Be sure to cultivate these relationships as well—they can help you increase trust and brand awareness in your community.</p> <p>2. Keep up with trends: Even if you don't work in influencer marketing directly, it's a good idea to follow respected influencers within your niche. Keep a pulse on updates in your industry and how big names feel about them.</p> <p>3. Become a thought leader: Easier said than done, right? But posting your own takes on industry news and trends can help you build trust between community members and your brand.</p>			
2 (a)	<p>What are backlinks?</p> <p>Backlinks (also known as “inbound links”, “incoming links” or “one way links”) are links from one website to a page on another website through an anchor text. Google and other major search engines consider backlinks “votes” for a specific page thus indicating relevance, quality, and authority to the web page. Pages with a high number of relevant backlinks tend to have high organic search engine rankings.</p>	[03]	CO3	L1

<p>(b)</p>	<p>Discuss the various business models for mobile ads..</p> <p>Mobile ad networks provide several advertising models to run campaigns. Advertisers and publishers may choose one as per their business preferences. Here are the different advertising models these ad networks provide:</p> <ul style="list-style-type: none"> ● CPM (cost-per-mile): In CPM model advertisers are charged with a cost when their ads are shown 1,000 times. Among the advertising models available, CMP is the most preferred model. It helps publishers to earn more income than other models since it generates money every time an ad was displayed. If a publisher manages to retain its traffic, the model allows forecasting revenue. ● CPC (Cost per Click): Unlike CPM, in CPC or cost-per-click model mobile app marketers advertisers are charged for each click on their mobile ads. Advertisers prefer this model over others as it allows them to make payment to publishers only if clicks happen. Since clicks show a user’s genuine interest in the offerings, the model brings more conversion to the advertisers. ● CPI (Cost per Install): You can say it a more specific version to cost per click advertising model. As the name suggest, the model deducts charges only when a user clicks on an ad and completes an ad install. For marketers who are very much into mobile apps marketing, the metric is quite important. It helps them to measure and keep track of total app installs and price to be paid to acquire customers. ● CPA (Cost per action) CPA or Cost-per-action is an extended version of CPI. This is a mobile advertising model where advertisers are charged when users take a specific action such as in-app sale, subscription, form submit or sign ups etc. These are the actions taken by users inside an app. Among these advertising models, CPA provides more business opportunities to both publishers and advertisers. ● CPV (Cost per view) As the name implies, this advertising model is mostly preferred by mobile ad networks for video ad campaigns. In cost per view model, advertisers pay for videos mobile ad views. With the growing number of audience seen engaged in all kind of video watching across video platforms, cost per view model is getting popular at scale. 	<p>[07]</p>	<p>CO3</p>	<p>L2</p>
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<p>(c)</p>	<p>Describe any 5 important elements for on-page optimization.</p> <p>On-page SEO (search engine optimization) refers to the process of optimizing pages on your site to improve rankings and user experience. This is the opposite of off-page SEO, which refers to optimizing for elements outside of your site. This can include backlinks or social media mentions. Elements of on-page SEO include:</p> <ul style="list-style-type: none"> ● Title tags ● Internal links ● HTML code ● URL optimization ● On-page content ● Images ● User experience (UX) <p>URLs</p> <p>URL Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Use your target keyword in the URL: Both search engines and users should be able to easily identify what your page is about based on its URL. 2. Use hyphens to separate words: URLs don't have spaces and Google recommends hyphens over underscores to separate words. 3. Avoid stop words: Stop words (the, and, or, of, a... and so on) can contribute to messy URLs that are difficult to read. Avoid stop words to keep your URL readable. This also helps keep URLs brief. <p>Keywords</p> <p>Keyword Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Perform keyword research: Before you begin writing a blog post, use a keyword research tool. You can find out what phrases people are searching for, how frequently people look up certain phrases, etc. 2. Place keywords strategically: To tell readers and Google what topics are important, consider including target keywords in places like the header, first paragraph, and title tag. 3. Avoid keyword stuffing: While it's important to include your target keywords, avoid inserting them extra times in hopes of better rankings. This is a spammy tactic that Google doesn't reward. It's also off-putting to readers. <p>Written Content</p> <p>The highlighted portion is an example of written content.</p> <p>Written Content Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Prioritize user experience: Ensure written content is easy for users to digest. Use short paragraphs, bullet lists, charts, etc. 2. Answer questions: Keep in mind that usually, searchers land on your page to find the answer to the question. If you're writing about "mercedes-benz suv prices," those prices should appear at the top of the page. 3. Perform competitor research: Before writing a post, take a look at what pages currently pop up when you search for your target keyword. What can you do better? <p>Headers</p> <p>Header Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Use lots of headers: Headers can help separate content for user experience. They can also help Google determine how a page is organized. 2. Use H2s, H3s, and H4s: Subheaders can break up longer pages and improve user experience. Use H2s for main sections, H3s for supporting points, and H4s for minor points. 	<p>[10]</p>	<p>CO3</p>	<p>L2</p>
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	<p>3. Use target keywords in headers: As mentioned earlier, this can help both users and search engines determine what the page is about.</p> <p>Title Tags</p> <p>Title Tag Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Keep it brief: Once you hit 70 characters, Google will cut off your title tag. 50-60 characters is a good rule of thumb so you can include enough relevant info without the title tag getting cut off. 2. Accurately represent the page: As a user, there's nothing worse than clicking a link to a page and finding out the content doesn't offer what the title tag and meta description promised. 3. Include your keyword once: While it's generally a good idea to include your primary keyword—because that's what the page should be able—avoid trying to include a handful of keywords just because there's room. <p>Images</p> <p>Below is a screenshot from another blog post that shows how visuals can help written text better illustrate a point.</p> <p>Image Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Include plenty of visuals: Many users won't bother reading a wall of text. Include images and screenshots frequently, particularly when you are teaching a user how to do something. 2. Use alt text: Alt text tells Google what an image shows. It also allows visually-impaired users to hear image descriptions. 3. Compress images: Using large image files can slow down your page and create a poor user experience. There are free tools like TinyPNG and ImageOptim available for image compression. <p>Some other examples of on-page SEO factors include:</p> <ul style="list-style-type: none"> ● Keywords: Start your content creation process by performing keyword research with a tool like the Keyword Magic Tool. You can see data on how many people search for a particular keyword as well as a gauge of how difficult it will be to rank for it. This will help you decide which keywords you want to target with your content. ● Content Creation: Once you choose primary and secondary keywords about a particular topic, start creating content with user intent in mind. This means determining what people who search a particular phrase are looking for. If someone searches “Honda Pilot colors,” be sure to include the colors as well as supporting images the user will probably want to see. ● Page speed: Users will often leave a page if they don't get the information they want quickly. Ensure that your page speed is fast enough by using Google's PageSpeed Insight tool. If there are any issues, the tool will provide tips for improvement. ● Internal linking: Google crawls the internet by using links, meaning that internal linking is a very important part of SEO. Links are seen as a vote of confidence; leverage this by linking from high-authority pages to new pages or pages that need a little boost. 			
3 (a)	<p>What are native ads? Why are they unique form of ads?</p> <p>Native advertising is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear. They fit “natively” and seamlessly on the web page. Unlike banner or display ads, native ads don't really look like ads, so they don't disrupt the user's interaction with the page.</p>	[03]	CO4	L1

(b)	<p>What are the objectives and benefits of mobile advertising?</p> <p>Objectives of Mobile Advertising Increased mobile usage has defined several objectives for mobile advertising, which can range anywhere from new lead generations to customer retention through new offers, detailed information about a particular product or service by sending out the relevant news to the consumers, brand engagement activities such as quizzes and contests and more. The goal of the marketer here is to ensure continuous engagement with the consumers by means of different types of updates.</p> <p>Benefits of Mobile Advertising</p> <ul style="list-style-type: none"> ● Large Audience: Research suggests that as much as 79% of people always have their smartphones with them. Further, it is no surprise that most of us are always online via mobile devices, be it social media, online shopping, emails or something else. This makes for a huge potential customer base that brands can target. ● Low Cost: Mobile advertising costs way lower than conventional channels such as TV or print media. There are a wide variety of types of mobile media that you can use to affordably connect with your brand. ● Easy Tracking: With the advancement in technology, tracking the performance of your mobile advertising campaign is now very easy. It offers quick and complete analytics of data metrics such as impressions, click-through rate, likes, shares, audience demographics and much more. ● Quick Response: Since the target audience is almost always near to the devices, or watching the screens, response time is very quick. Either the ads will be acted upon or rejected in a miniscule time frame. ● Geo Targeting: Once you have analyzed the received data and user demographics, it becomes very easy to selectively target that segment of your audience which is more likely to respond or engage in a particular advertisement. ● Higher Conversion Rates: Thanks to the advanced targeting options, consumers receive ads that are of some benefit to them, hence, they are also more likely to respond to them and complete the call to action. 	[07]	CO4	L1
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<p>(c)</p>	<p>Good Homes, a local FMCG producer wants to promote their brands through SEO. In this context, recommend any 5 on-page optimization techniques and best practices to be followed by Good Homes.</p> <p>On-page SEO (search engine optimization) refers to the process of optimizing pages on your site to improve rankings and user experience.</p> <p>This is the opposite of off-page SEO, which refers to optimizing for elements outside of your site. This can include backlinks or social media mentions.</p> <p>Elements of on-page SEO include:</p> <ul style="list-style-type: none"> ● Title tags ● Internal links ● HTML code ● URL optimization ● On-page content ● Images ● User experience (UX) <p>URLs</p> <p>URL Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Use your target keyword in the URL: Both search engines and users should be able to easily identify what your page is about based on its URL. 2. Use hyphens to separate words: URLs don't have spaces and Google recommends hyphens over underscores to separate words. 3. Avoid stop words: Stop words (the, and, or, of, a... and so on) can contribute to messy URLs that are difficult to read. Avoid stop words to keep your URL readable. This also helps keep URLs brief. <p>Keywords</p> <p>Keyword Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Perform keyword research: Before you begin writing a blog post, use a keyword research tool. You can find out what phrases people are searching for, how frequently people look up certain phrases, etc. 2. Place keywords strategically: To tell readers and Google what topics are important, consider including target keywords in places like the header, first paragraph, and title tag. 3. Avoid keyword stuffing: While it's important to include your target keywords, avoid inserting them extra times in hopes of better rankings. This is a spammy tactic that Google doesn't reward. It's also off-putting to readers. <p>Written Content</p> <p>The highlighted portion is an example of written content.</p> <p>Written Content Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Prioritize user experience: Ensure written content is easy for users to digest. Use short paragraphs, bullet lists, charts, etc. 2. Answer questions: Keep in mind that usually, searchers land on your page to find the answer to the question. If you're writing about "mercedes-benz suv prices," those prices should appear at the top of the page. 3. Perform competitor research: Before writing a post, take a look at what pages currently pop up when you search for your target keyword. What can you do better? <p>Headers</p> <p>Header Tips and Best Practices:</p> <ol style="list-style-type: none"> 1. Use lots of headers: Headers can help separate content for user experience. They can also help Google determine how a page is organized. 2. Use H2s, H3s, and H4s: Subheaders can break up longer pages and improve user experience. Use H2s for main sections, H3s for supporting points, and H4s for 	<p>[10]</p>	<p>CO4</p>	<p>L4</p>
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	<p>minor points.</p> <p>3. Use target keywords in headers: As mentioned earlier, this can help both users and search engines determine what the page is about.</p> <p>Title Tags</p> <p>Title Tag Tips and Best Practices:</p> <p>1. Keep it brief: Once you hit 70 characters, Google will cut off your title tag. 50-60 characters is a good rule of thumb so you can include enough relevant info without the title tag getting cut off.</p> <p>2. Accurately represent the page: As a user, there's nothing worse than clicking a link to a page and finding out the content doesn't offer what the title tag and meta description promised.</p> <p>3. Include your keyword once: While it's generally a good idea to include your primary keyword—because that's what the page should be able—avoid trying to include a handful of keywords just because there's room.</p> <p>Images</p> <p>Below is a screenshot from another blog post that shows how visuals can help written text better illustrate a point.</p>			
	<p>Part B - Compulsory (01*10=10marks)</p>			

4	<p>Indian vacuum cleaner market is estimated to be a 300 crore. More than 4.3 lakh units of vacuum cleaners were sold in the last year in India. However, there are a very few players dominating this business space, with Eureka Forbes with its hand-held cleaners and Dyson with its smart, automated cleaners leading the market. Xiaomi is a late entrant into this market. Xiaomi's smart vacuum cleaners are similar to the market leader Dyson. However, its strong presence and high recall value in Indian market are believed to be helping the brand in grabbing at least 30% the market share in next one year. To achieve this, the company wants to aggressively push its brand to middle and upper-middle class Indians through mobile devices. As a mobile marketing expert, develop some effective mobile marketing strategies for this brand.</p> <p>The marketing strategy of mobile phones in India has been constantly advancing. Let's have a look at some of the best mobile marketing strategies –</p> <p>1. SMS marketing</p> <p>SMS marketing involves marketing using text messages. This is permission-based i.e., you need permission from the user when you send promotions. You can share alerts, coupons, etc. directly to the user's phones through text messages. The word count limit is usually 160 characters.</p> <p>2. Social Media</p> <p>Smartphone users regularly use social media. Hence, it makes it a very effective mobile marketing strategy for brands today. Even though it might be a bit saturated, good content is what sells and reaches consumers.</p> <p>3. GPS marketing</p> <p>GPS marketing uses the GPS function on phones to help marketers share relevant advertisements based on a person's location. This is also called geotargeting or geolocation marketing.</p> <p>For example, the luxury designer brand Coach used geo-targeting to increase its sales by increasing the number of visits through their stores using this method.</p> <p>4. Proximity marketing</p> <p>This is a form of geotargeting wherein brands use Bluetooth as a way of targeting customers and understanding their physical location.</p> <p>5. In-app marketing</p> <p>Digital marketers have no way of ignoring app markets. The top 5 apps used for marketing include WhatsApp, Tiktok, Facebook, Instagram, and Messenger. There are thousands of other apps, which is why in-app marketing has become important today. There are various types of in-app advertisements. These include –</p> <ul style="list-style-type: none"> ● Display ads that appear at the top or bottom of a mobile screen ● Video ads also drive huge numbers ● Native advertising ● Interstitial ads appear when a user is in between app actions and whilst using the app. For example, between two levels of a game on an app. <p>You can refer to these strategies by storing them as a mobile marketing strategy pdf for future use. There are many features of mobile marketing that one can use in their strategy.</p>	[10]	CO4	L6
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Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Recognize appropriate e-marketing objectives.					
CO2	Appreciate the e-commerce framework and technology.					
CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies.	1(a) 2(a)	2(b) 2(c)			
CO4	Develop social media strategies to solve business problems	3(a)	1(b) 3(b)			4 1(c) 3(c)
Cognitive level		KEYWORDS				
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					

Program Outcomes:

- PO1. Knowledge Application and problem Solving
- PO2. Communication skills, lateral and critical thinking abilities
- PO3. Leadership ethics and social consciousness
- PO4. Sustained research orientation
- PO5. Self-sustaining entrepreneurship qualities

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